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(54) **GRAPHICAL USER INTERFACE FOR
SWAPPABLE ITEM SELECTION**

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ABSTRACT

Providing, by operation of a computer, instructions causing a user computing device to present a carousel graphical user interface. The carousel graphical user interface includes a carousel region occupying less than all the display area of the user computing device and comprising multiple frames. Each frame is sized such that at least one, and less than all, of the frames are displayed simultaneously in the carousel region. Each frame is operable to receive selection via an input to the carousel graphical user interface of the user computing device. At least one frame includes content indicating an item from a set of one or more second items available for delivery; each second item in the set being swappable with a first item corresponding to a first item identifier of an order. The carousel region is navigable via user input to the graphical user interface to display each frame in the plurality of frames.

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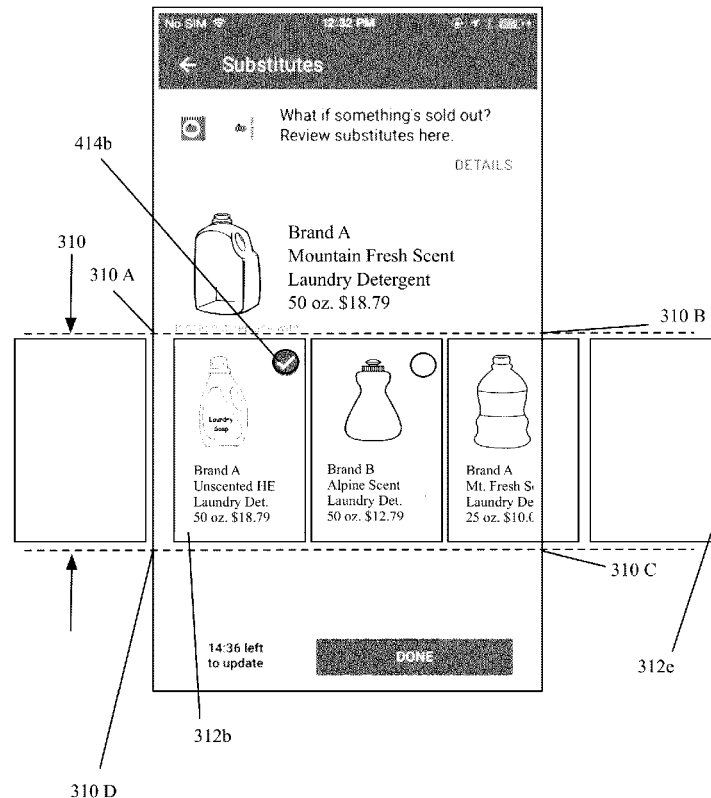
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400



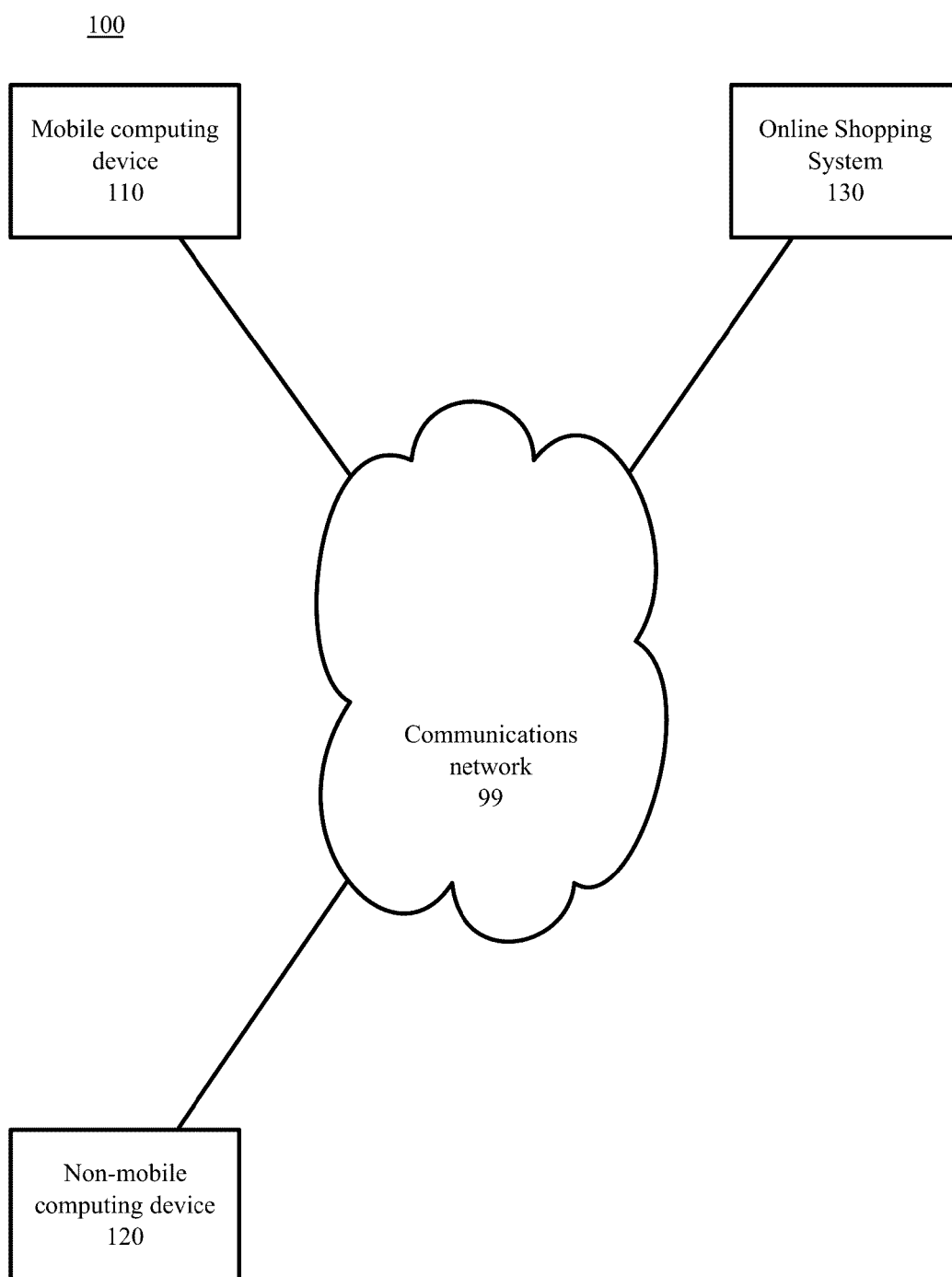


FIG. 1

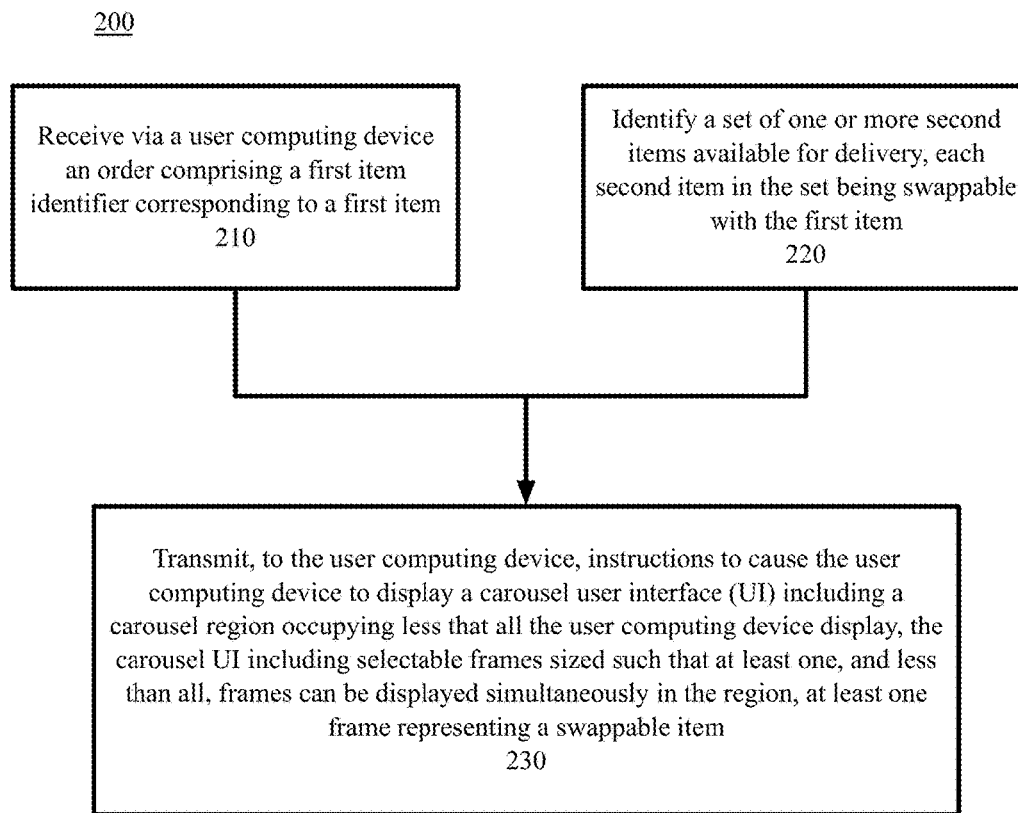


FIG. 2

300

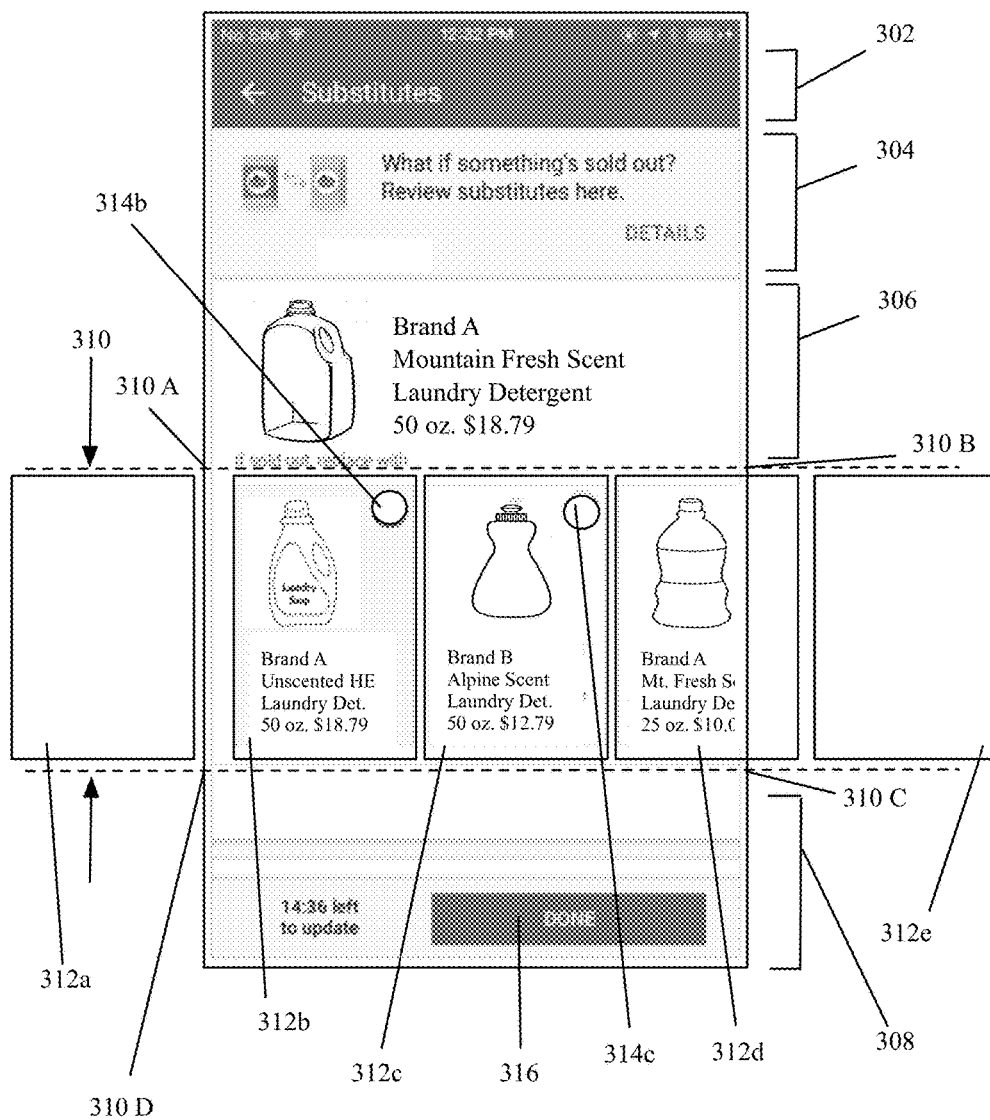


FIG. 3

400

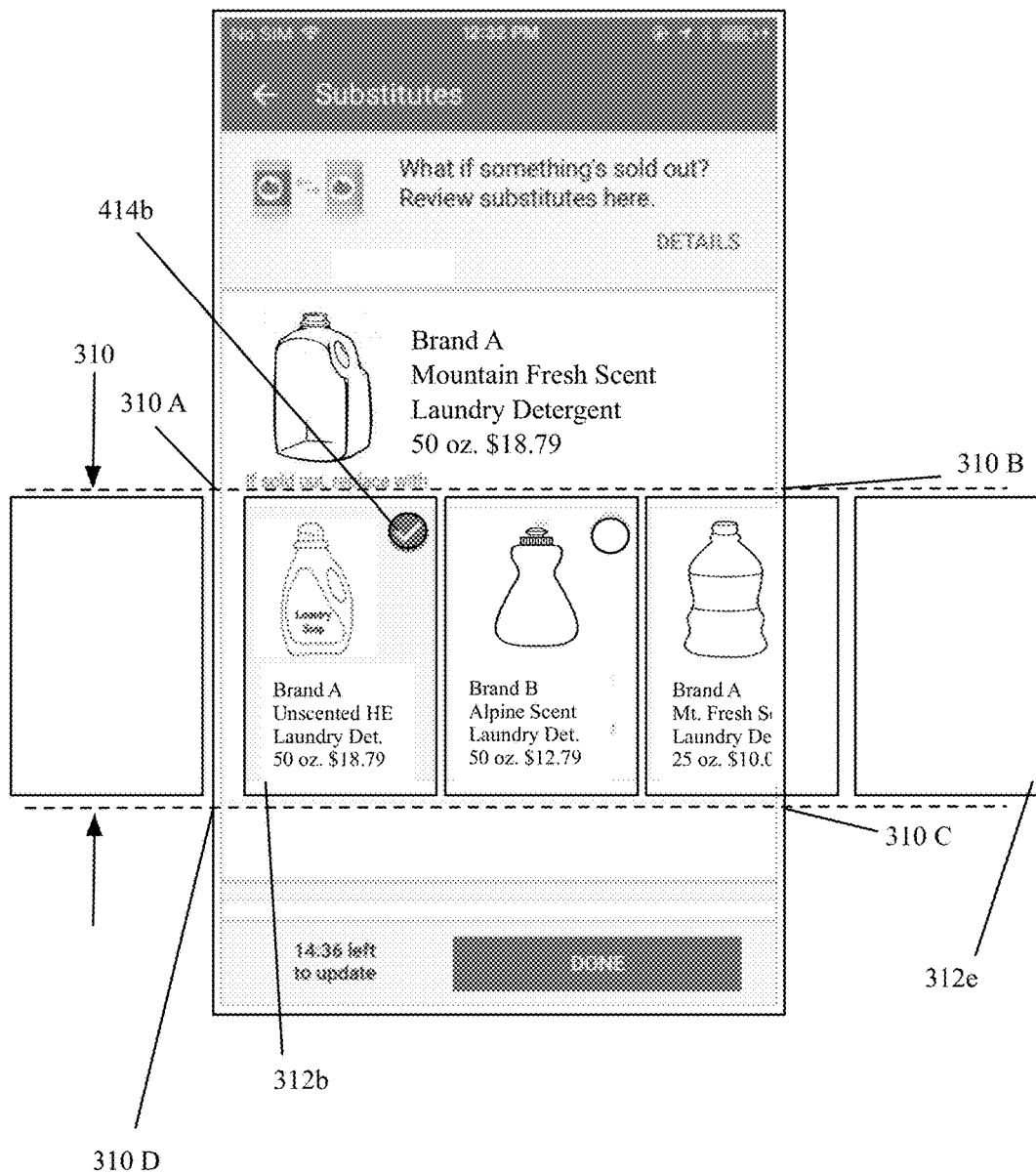


FIG. 4

500

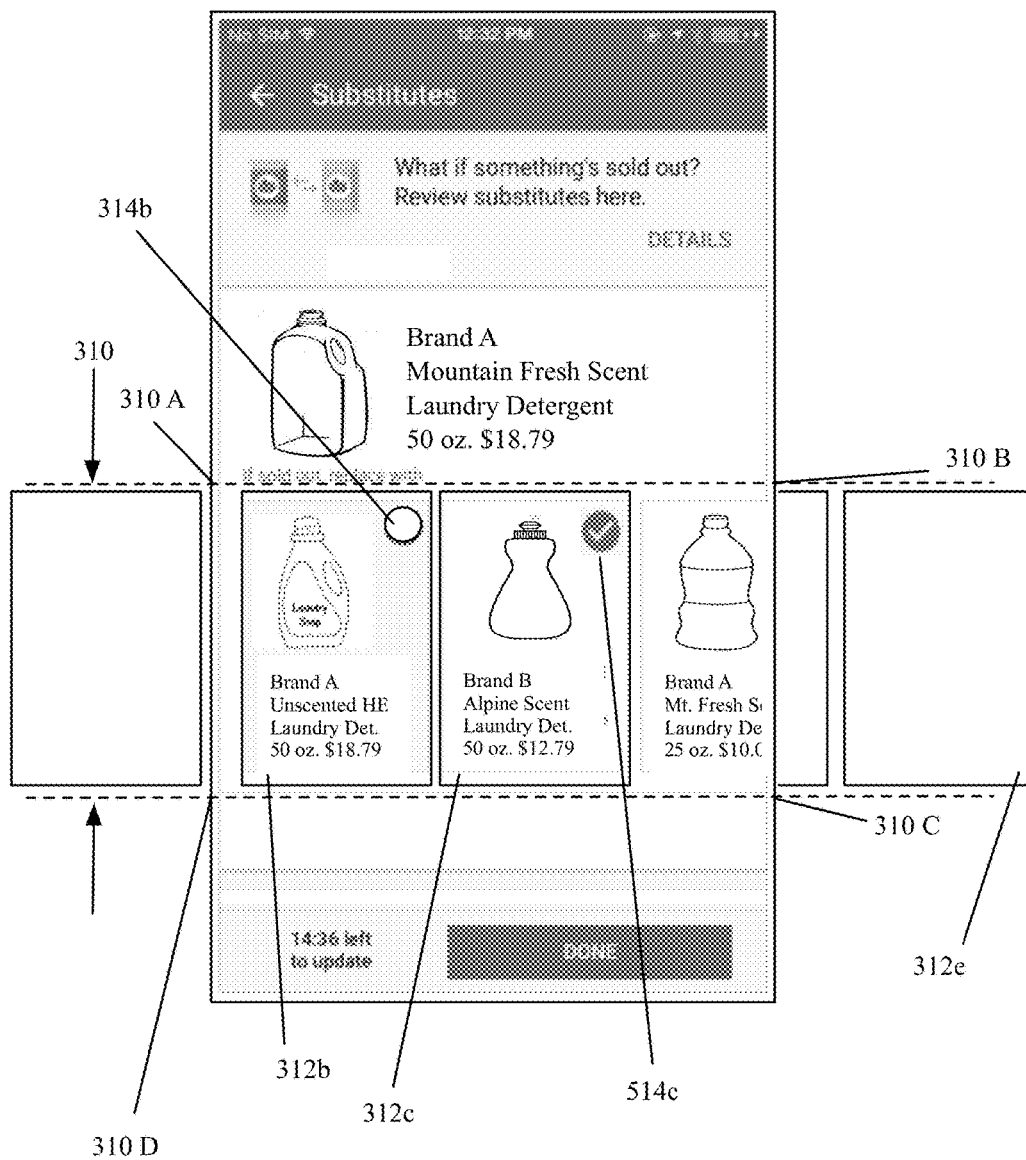


FIG. 5

600

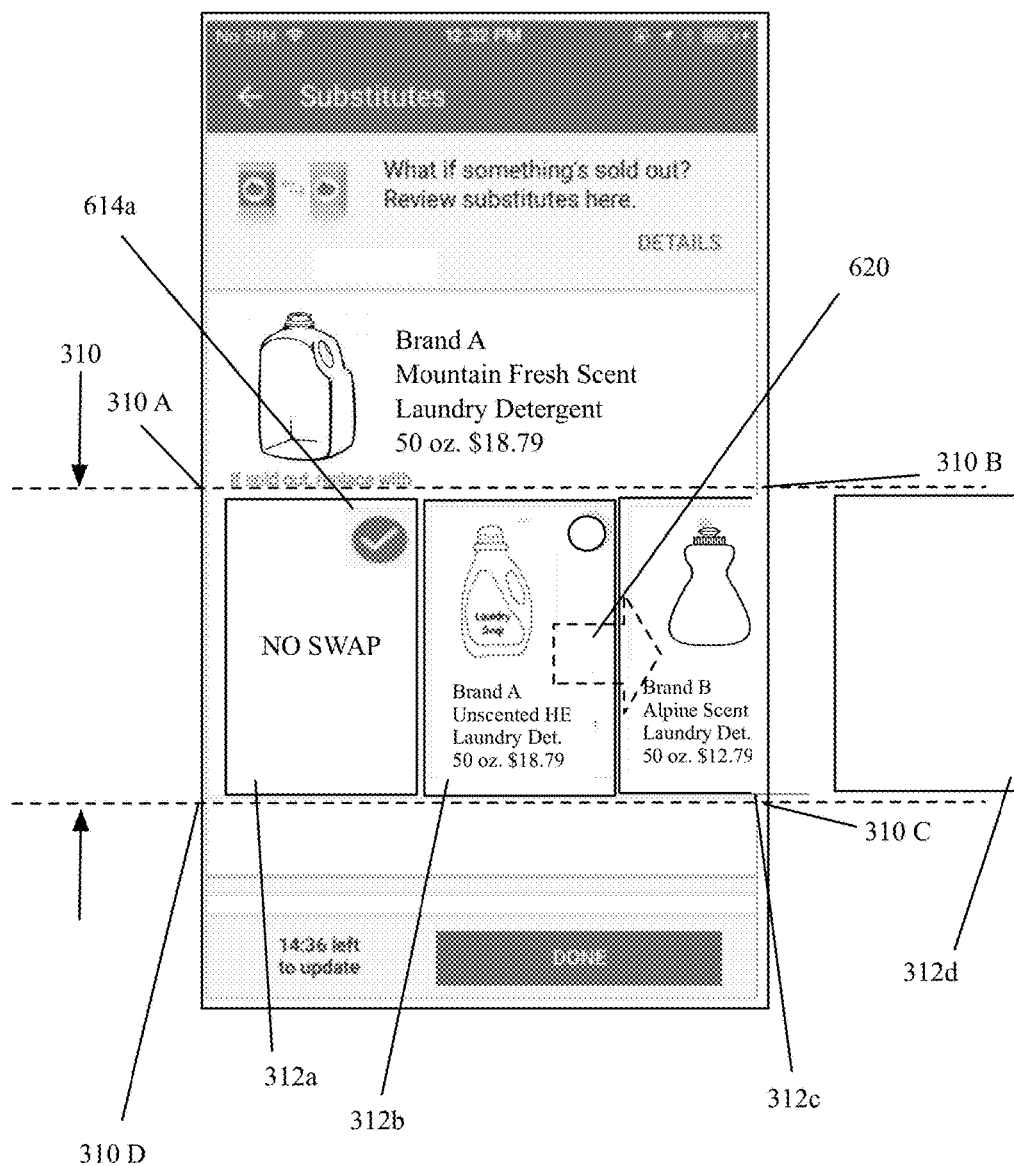


FIG. 6

700

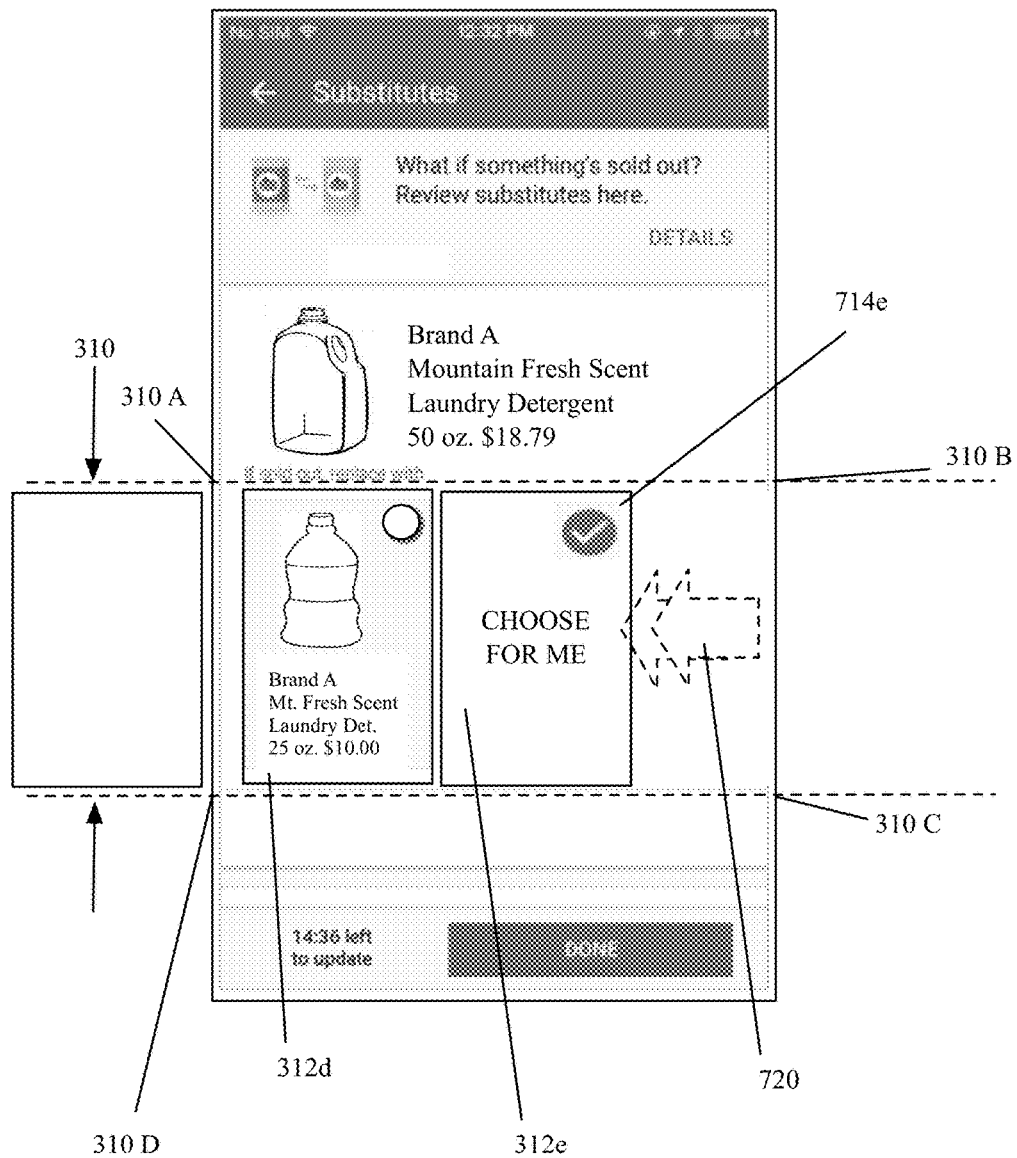


FIG. 7

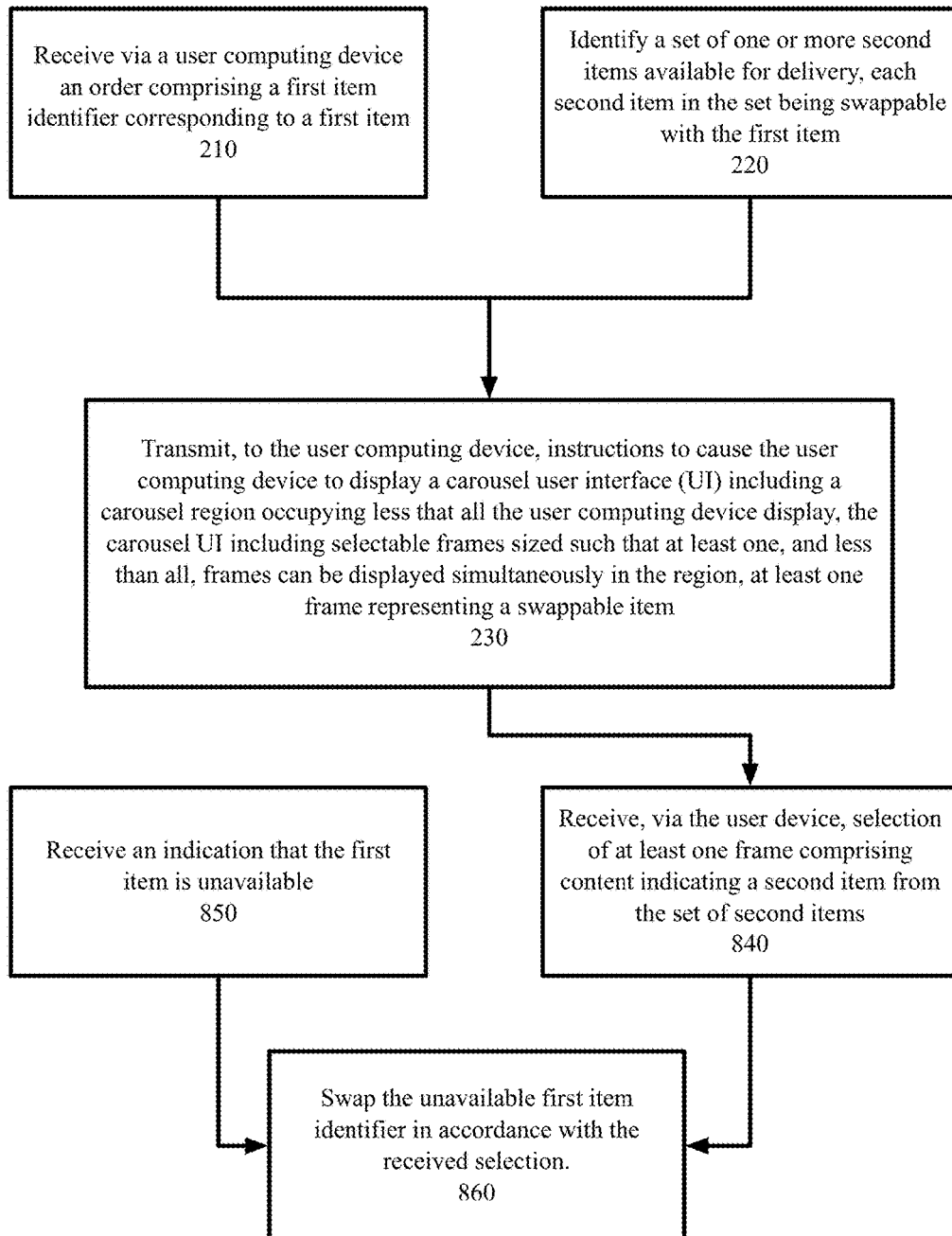
800

FIG. 8

900

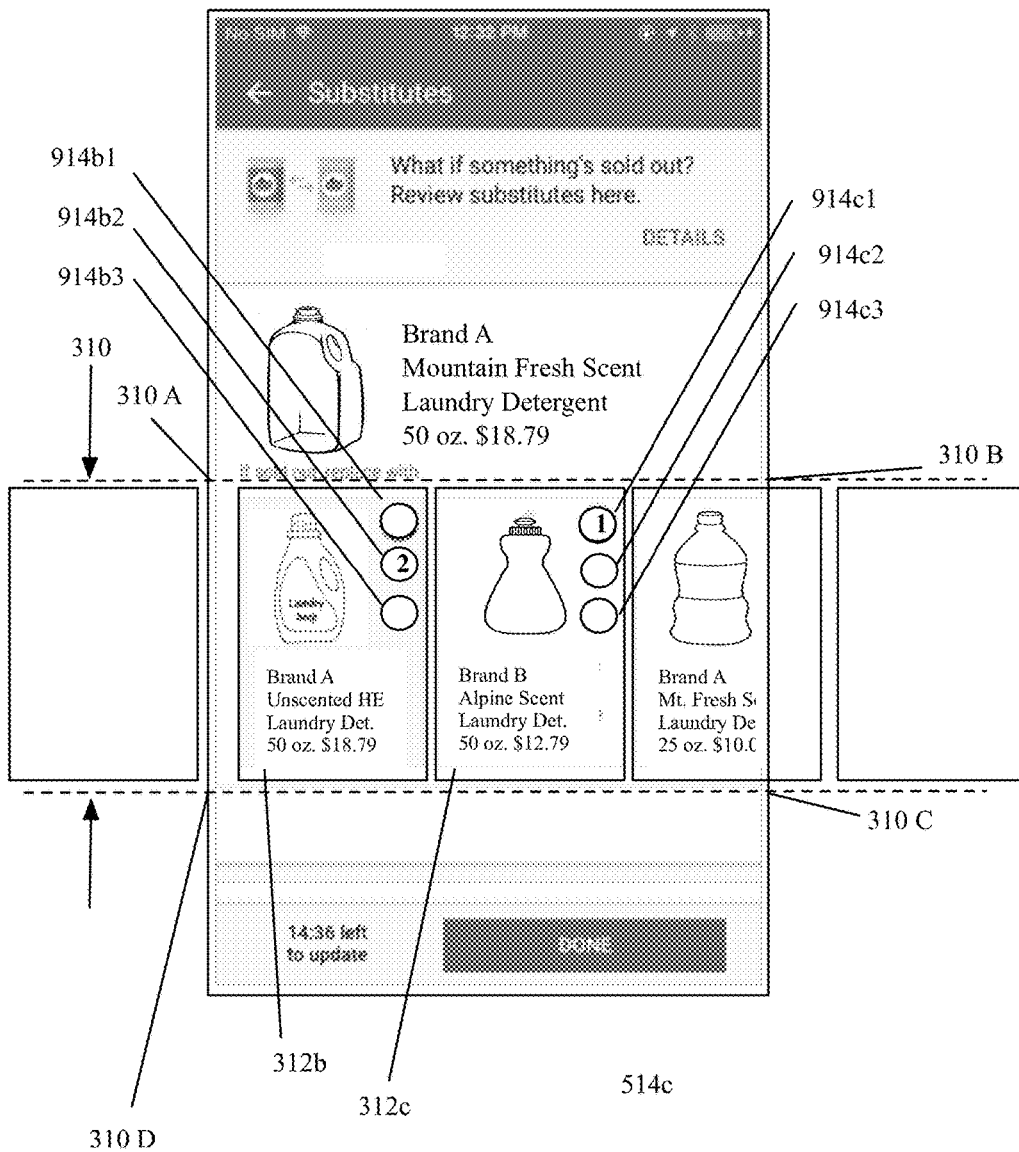


FIG. 9

2000

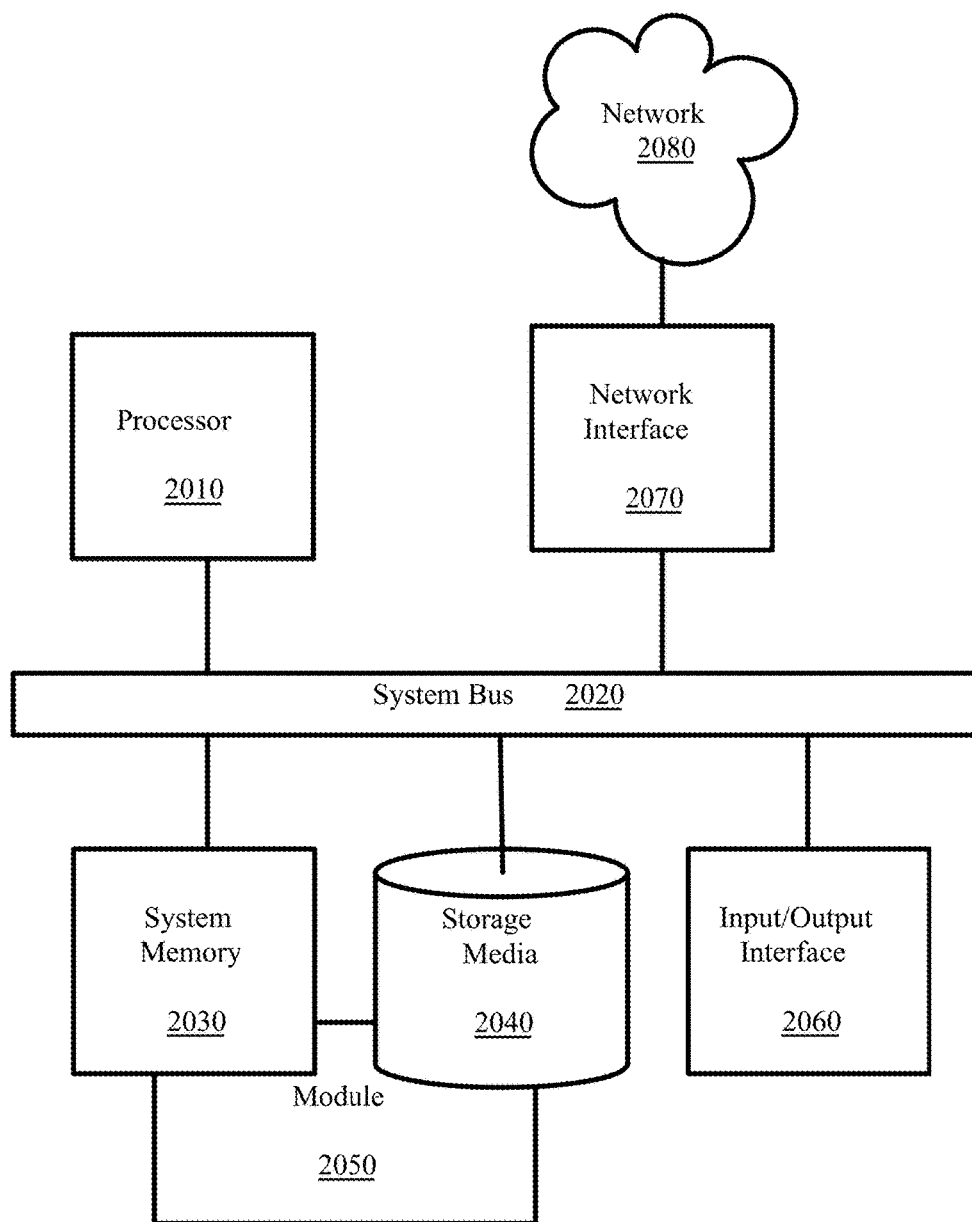


FIG. 10

GRAPHICAL USER INTERFACE FOR SWAPPABLE ITEM SELECTION

TECHNICAL FIELD

[0001] The disclosed technology relates to a user interface (UI) to present item swap options to a consumer and to receive item swap option selections from the consumer via a mobile computing device of the consumer.

BACKGROUND

[0002] “Electronic commerce” and “e-commerce,” refer to buying and selling, and, in some instances, online delivery, of goods or services (hereinafter referred to as “items”) enabled at least in part by electronic systems such as the Internet. Specifically, “online retailing” can be used when referring to business-to-consumer (B2C) e-commerce. Most online retailing involves item selection, ordering, and payment via a web browser, then order fulfillment, and finally delivery by conventional delivery services. Typically, the consumer is willing to incur a short delay in fulfillment (often on the order of a day or two), and a delay in delivery.

[0003] Typical delivery times are 3-5 business days (or longer if free delivery is selected), with shorter delivery times available for a premium. Delivery options include downloading (for software items), direct shipping from the online retailer, drop shipping (by-passing the online retailer’s location and shipping the item directly from a manufacturer or distributor), and printing or will-call (used primarily for tickets).

[0004] If the typical fulfillment and delivery latency is acceptable, then the location of the merchant typically does not matter to the consumer if delivery costs are relatively low. But in circumstances where one or more of the merchant location and delivery speed matter to the consumer, local online shopping may be used.

[0005] “Local shopping” when used in online retailing, can refer to activities that include responding to an online item query with the identity of one or more local brick-and-mortar stores that offer the item. The response typically includes store location, item price, item features, and current stocking level at each store location (as known by the online shopping system). Often, the item can be ordered online and picked up at a local brick-and mortar location within a matter of minutes or hours. Alternatively, the user can visit the brick-and-mortar location to buy the item offline after locating the local merchant offering the item and confirming that the item is in stock at that location.

[0006] If the consumer wants delivery of a locally stocked item within the near term, for example, the same day as ordering, then the consumer is typically limited to delivery from a single business (for example, pizza delivery and dry cleaning pick up and delivery), limited to delivery by an item category courier (for example, a multi-restaurant delivery service), limited to delivery by a general courier, or limited to the use of errand labor auction services (for example, online errand labor auction service).

SUMMARY

[0007] The technology described herein includes computer-implemented methods, computer program products, and systems to operate a user interface for swappable item options. In some embodiments, the technology can provide, by operation of a computer, instructions causing a user

computing device to present a carousel graphical user interface. The carousel graphical user interface includes a carousel region occupying less than all the display area of the user computing device and comprising multiple frames. Each frame is sized such that at least one, and less than all, of the frames are displayed simultaneously in the carousel region. Each frame is operable to receive selection via an input to the carousel graphical user interface of the user computing device. At least one frame includes content indicating an item from a set of one or more second items available for delivery; each second item in the set being swappable with a first item corresponding to a first item identifier of an order. The carousel region is navigable via user input to the graphical user interface to display each frame in the plurality of frames.

[0008] These and other aspects, objects, features, and advantages of the example embodiments will become apparent to those having ordinary skill in the art upon consideration of the following detailed description of illustrated example embodiments.

BRIEF DESCRIPTION OF THE DRAWINGS

[0009] FIG. 1 is a block diagram depicting a communications and processing architecture for presenting a graphical user interface for local online shopping with near term delivery, in accordance with certain example embodiments.

[0010] FIG. 2 is a block flow diagram depicting methods to operate a graphical user interface (UI) in a local near term delivery online shopping system, in accordance with certain example embodiments.

[0011] FIG. 3 is a notional UI for a carousel user interface, in accordance with certain example embodiments.

[0012] FIG. 4 is a notional UI for a carousel user interface, in accordance with certain example embodiments.

[0013] FIG. 5 is a notional UI for a carousel user interface, in accordance with certain example embodiments.

[0014] FIG. 6 is a notional UI for a carousel user interface, in accordance with certain example embodiments.

[0015] FIG. 7 is a notional UI for a carousel user interface, in accordance with example embodiments.

[0016] FIG. 8 is a block flow diagram depicting methods to operate a user interface (UI) in a local near term delivery online shopping system, in accordance with certain example embodiments.

[0017] FIG. 9 is a notional UI for a carousel user interface, in accordance with certain example embodiments.

[0018] FIG. 10 is a block diagram depicting a computing machine and a module, in accordance with certain example embodiments.

DETAILED DESCRIPTION OF THE EXAMPLE EMBODIMENTS

Overview

[0019] Providing local online shopping with near-term delivery presents challenges not met by single-business delivery, item category couriers, general couriers, or errand labor auction services. Among those challenges is the fulfillment of orders for items that are at least temporarily out-of-stock (or otherwise unavailable) at the primary inventory site. Given that inventory sites can be brick-and-mortar retail locations without real-time inventory reporting capability, an inventory site’s stock of items as reported to a local

online shopping service on a periodic, for example, daily, basis may not reflect actual item stock levels. Further, when a mobile computing device is used to interact with the local online shopping service (either through a mobile web browser or a native application), the limited user interface (UI) of the mobile computing device presents a challenge to display options for responding to out-of-stock conditions and receiving feedback. Though a more elaborate UI than that available on a mobile computing device can be presented via a desktop or laptop computing device, efficient use of vertical UI space still can be important. Experience has shown that some consumers have a negative UI experience when interaction requires more than either minimal vertical scrolling or navigation away from the current page—resulting in loss of potential customers.

[0020] Technical impediments exist to consumers conducting online shopping on a mobile computing device such as a smartphone. In 2014, the average new smartphone presented a diagonal screen size of less than 5"—including the space available for a keyboard. With such a limited UI, entering long queries and conducting extensive research on a smartphone can be cumbersome for the smartphone user. Such a small UI is not amenable to displaying rich results, for example, search results responsive to broad queries. When combined with the growing fragmented nature of consumers' interaction with smartphones, the technical challenge to presenting useful information across fragmented interactions through a relatively small UI can be substantial.

[0021] By using and relying on the methods and systems described herein, embodiments of the disclosed technology can present a UI that offers item swap options to a consumer, and receives item swap feedback via the limited UI of a mobile computing device (and conserving valuable vertical UI space in desktop and laptop computing environments). As such, the systems and methods described herein may be employed to solicit consumer input using a carousel structure that makes efficient use of both horizontal and vertical UI space, and that retains the participation of consumers who would otherwise abandon the purchase process. In embodiments of the present technology, the consumer is not presented with a cumbersome UI that requires vertical scrolling beyond the point at which some consumers would abandon the purchase process when faced with the need to swap an item. Further, the UI can receive item swap preferences without redirection of the user's browser.

[0022] Turning now to the drawings, in which like numerals represent like (but not necessarily identical) elements throughout the figures, example embodiments of the present technology are described in detail.

Example System Architectures

[0023] Referring to FIG. 1, an example communication and processing architecture **100** for a UI for local online shopping with near-term delivery is illustrated. While each server, system, and device shown in the architecture is represented by one instance of the server, system, or device, multiple instances of each can be used. Further, while certain aspects of operation of the present technology are presented in examples related to FIG. 1 to facilitate enablement of the claimed invention, additional features of the present technology, also facilitating enablement of the claimed invention, are disclosed elsewhere herein.

[0024] As depicted in FIG. 1, the architecture **100** includes network computing devices **110**, **120**, and **130**; each of

which may be configured to communicate with one another via communications network **99**. In some embodiments, a user associated with a device must install an application and/or make a feature selection to obtain the benefits of the technology described herein.

[0025] Network **99** includes one or more wired or wireless telecommunications means by which network devices may exchange data. For example, the network **99** may include one or more of a local area network (LAN), a wide area network (WAN), an intranet, an Internet, a storage area network (SAN), a personal area network (PAN), a metropolitan area network (MAN), a wireless local area network (WLAN), a virtual private network (VPN), a cellular or other mobile communication network, a BLUETOOTH® wireless technology connection, a near field communication (NFC) connection, any combination thereof, and any other appropriate architecture or system that facilitates the communication of signals, data, and/or messages. Throughout the discussion of example embodiments, it should be understood that the terms "data" and "information" are used interchangeably herein to refer to text, images, audio, video, or any other form of information that can exist in a computer-based environment.

[0026] Each network device can include a communication module capable of transmitting and receiving data over the network **99**. For example, each network device can include a server, a desktop computer, a laptop computer, a tablet computer, a television with one or more processors embedded therein and/or coupled thereto, a smart phone, a handheld computer, a personal digital assistant (PDA), or any other wired or wireless processor-driven device. In the example embodiment depicted in FIG. 1, a local online shopping with near-term delivery service may operate network computing device **130**. A consumer may operate network computing device **110** and network computing device **120**.

[0027] The network connections illustrated are example and other means of establishing a communications link between the computers and devices can be used. Moreover, those having ordinary skill in the art having the benefit of the present disclosure will appreciate that the network devices illustrated in FIG. 1 may have any of several other suitable computer system configurations. For example, consumer device **110** may be embodied as a smartphone or handheld computer may not include all the components described above.

[0028] In such an architecture **100**, an online shopping system **130** is responsive to item information requests received from a consumer via mobile computing device **110**. As a continuing example, consider a consumer using a smartphone **110** to query for a specific detergent brand in an online shopping system **130**, via either a web browser or a native application running on the smartphone **110**—in each case communicating with the shopping system **130** over network **99**.

[0029] The online shopping system **130** presents search results responsive to the consumer's query via mobile computing device **110** (or user computing device **120**, as appropriate). The online shopping system **130** receives selection of an item for purchase and delivery, for example, from the search results, from the consumer via the mobile computing device **110**. In addition, the online shopping system presents a UI to the consumer via the mobile computing device **110** to indicate items that are swappable with the selected item.

The UI is presented as a carousel in a region occupying less than all the display area of the user mobile computing device **110**. The carousel region displays at least one, and less than all, frames of the carousel, with each frame operable to be selected, and at least one frame displaying information regarding an item swappable for the selected item. The carousel is navigable, via consumer input from mobile user computing device **110**, to display each frame in the carousel. Selection of a frame indicates to the online shopping system that the item corresponding to the frame is acceptable as a swap for the originally selected item.

[0030] In example embodiments, the network computing devices and any other computing machines associated with the technology presented herein may be any type of computing machine such as, but not limited to, those discussed in more detail with respect to FIG. **10**. Furthermore, any functions, applications, or modules associated with any of these computing machines, such as those described herein or any others (for example, scripts, web content, software, firmware, or hardware) associated with the technology presented herein may be any of the modules discussed in more

temporal aspects of the order)—each second item in the set being swappable with the first item—Block **220**. Note that Block **220** can be performed independently from Block **210**. For example, signals for each item in inventory of the online shopping system **130** can be used to determine a set of candidate swappable items.

[0034] In the continuing example, the online shopping system **130** can use a rule-based system, including any rule-based machine learning system, to identify swappable items based on signals associated with both the selected product and the consumer. Such signals include item name, item size, item category, item physical dimensions, item price, whether or not the selected item is on sale, quantity of the selected item, aggregate user behavior with respect to the item or similar items, and characteristics of the consumer. The list of candidates can be winnowed, or ranked, without reference to an individual consumer.

[0035] In the continuing example, the online shopping system **130** identifies the items of TABLE 1 as swappable with the selected 50 oz. bottle of Brand A Mountain Fresh Scent liquid laundry detergent.

TABLE 1

FRAME REF.	PRODUCT	BRAND	VARIANT	SIZE	PRICE
312b	Laundry Detergent	A	Unscented HE	50 oz.	\$18.79
312c	Laundry Detergent	B	Alpine Scent	50 oz.	\$12.79
312d	Laundry Detergent	A	Mountain Fresh Scent	25 oz.	\$10.00
	Laundry Detergent	A	Mountain Fresh Scent	2 @ 50 oz.	\$35.17

detail with respect to FIG. **10**. The computing machines discussed herein may communicate with one another, as well as with other computing machines or communication systems over one or more networks, such as network **99**. The network **99** may include any type of data or communications network, including any of the network technology discussed with respect to FIG. **10**.

Example Processes

[0031] The example methods illustrated in the following figures are described hereinafter with respect to the components of the example architecture **100** described elsewhere herein. The example methods may also be performed with other systems and in other environments.

[0032] Referring to FIG. **2**, and continuing to refer to FIG. **1** for context, example methods **200** to operate a UI for swappable item options are shown, in accordance with embodiments of the present technology. In such embodiments, an order including a first item identifier corresponding to a first item is received from a user computing device by an online shopping system—Block **210**. Consider, as a continuing example, a consumer selecting a 50 oz. bottle of Brand A Mountain Fresh Scent liquid laundry detergent from a website of an online shopping system **130** via a browser running on the consumer's smartphone **110** over communications network **99**.

[0033] The online shopping system can identify a set of one or more second items that are available for delivery (for example, are in know or expected to be in stock to meet the

[0036] The online shopping system transmits, to the user computing device, instructions operable to cause the user computing device to display a carousel GUI—Block **230**. The carousel UI comprises a carousel region occupying less than all the display area of the user computing device and multiple frames. Each frame is sized such that at least one, and less than all, of the frames can be displayed simultaneously in the carousel region. Each frame is operable to receive selection of the frame via the user computing device. At least one frame includes content indicating an item from the set of one or more second items available for delivery. The carousel region is navigable via user input to display each frame in the multiple frames.

[0037] Referring FIG. **3**, while continuing to refer to prior figures for context, a carousel user interface **300** appropriate to a smartphone **110** is shown, in accordance with example embodiments of the present invention. In FIG. **3**, UI **300** includes a section **302** that indicates that a “Substitutes,” or swap options, UI is currently being displayed. UI section **304** includes a “DETAILS” hyperlink to an explanation of the swap options process. UI section **306** identifies the selected item. UI section **308** includes a timer for the swap options UI and a “DONE” radio button **316** selectable when the consumer has completed the swap options process for the selected item. The carousel **310** (between the dashed lines) includes carousel region **310** ABCD occupying less than all the display area of UI **300**. The carousel **310** includes multiple frames **312a-312e**. Each frame includes information for the item represented by the frame, and a frame selection icon, for example, **314b** and **314c**. FIG. **3**

shows content for only the portion of each frame displayed in carousel region **310** ABCD. In FIG. 3, two frames (**312b**, **312c**) are fully displayed, one frame (**312d**) is partially displayed (without displaying its selection icon), and two frames (**312a**, **312d**) are not displayed. In the five-frame carousel **310** of FIG. 3, the two 50 oz. Brand A Mountain Fresh Scent laundry detergent identified in TABLE 1 is not presented as an item swap option.

[0038] Referring to FIG. 4, while continuing to refer to prior figures for context, a carousel user interface **400** appropriate to a smartphone **110** is shown, in accordance with example embodiments of the present invention. In some embodiments, selection of a frame, for example, **312b**, indicates that the item corresponding to the content of the selected frame is acceptable to the user as a swap for the first item. Selection of a frame does not cause navigation of the user computing device away from a page containing the selected frame. In the continuing example, selection of frame **312b** is indicated by a checkmark **414b** applied by the user via the UI of the mobile computing device **110**.

[0039] Referring to FIG. 5, while continuing to refer to prior figures for context, a carousel user interface **500** appropriate to a smartphone **110** is shown, in accordance with example embodiments of the present invention. In some embodiments, selection of a frame, for example, **312c**, 1) indicates that the item corresponding to the content of the selected frame is acceptable to the user as a swap for the first item, and 2) deselects each other frame in the multiple selectable frames. In the continuing example, selection of frame **312c** is indicated by a checkmark **514c** applied by the user via the UI of the mobile computing device **110**. Note that frame selection icon **314b** is now unchecked, indicating that frame **312b** was deselected when frame **312c** was selected.

[0040] Referring to FIG. 6, while continuing to refer to prior figures for context, a carousel user interface **600** appropriate to a smartphone **110** is shown, in accordance with example embodiments of the present invention. In such embodiments, the carousel **310** is navigable horizontally. In the continuing example, a right swipe **620** performed on the carousel region **310** ABCD of the UI **600** of the mobile computing device **110** moves frame **312a** into carousel region **310** ABCD, moves each of frame **312b** and **312c** one frame position to the right—thus moving the selection icon (not shown) for frame **312c** out of the carousel region **310** ABCD. Note that frame **312d** was moved entirely out of the carousel region **310** ABCD as a result of the right swipe **620**.

[0041] In some embodiments of the present technology, at least one frame in the multiple selectable frames comprises content indicating that none of the second items are acceptable to the user as a swap for the first item. In the continuing example, frame **312a**, shown as selected using checkmark **614a**, indicates that no swap is acceptable to the consumer.

[0042] Referring to FIG. 7, while continuing to refer to prior figures for context, a carousel user interface **700** appropriate to a smartphone **110** is shown, in accordance with example embodiments of the present invention. In such embodiments, at least one frame in the multiple selectable frames comprises content indicating that automated selection of a swappable item is acceptable to the user. In the continuing example, the carousel region **310** ABCD of the UI **700** has received two (2) left horizontal swipes **720**. UI frames **312b** **312c** have been moved out of the carousel region **310** ABCD to the left, UI frame **312d** has been moved

to the left-most frame position of the carousel region **310** ABCD, and frame **312e** has been exposed to reveal a frame comprising content indicating that automated selection, “CHOOSE FOR ME,” of a swappable item is acceptable to the consumer. In this case, the smartphone **110** has received selection of the “CHOOSE FOR ME” option as indicated by the checkmark **714e**.

[0043] Referring to FIG. 8, while continuing to refer to prior figures for context, example methods **800** to operate a UI for swappable item options are shown, in accordance with embodiments of the present technology. In such embodiments, Block **210**—Block **230** are performed as described elsewhere herein. In such embodiments, selection of at least one frame comprising content indicating one second item from the set of second items available for delivery that are swappable is received via the user device—Block **840**. In the continuing example, after selecting the frame **312c** corresponding to the 50 oz. package of Brand B Alpine Scent laundry detergent, the consumer selected the “DONE” radio button **316**.

[0044] In such embodiments, an indication that the first item is unavailable is received—Block **850**. In the continuing example, a courier arrives at a primary inventory site, for example, a grocery store, to fulfill the consumer’s order and determines that the 50 oz. package of Brand A Mountain Fresh Scent laundry detergent is out of stock. The courier updates the online shopping system **130**.

[0045] Note that Block **840** and Block **850** can be performed in the opposite order. For example, the technology can solicit and receive the consumer’s swap preference(s) before receiving a determination that the first item is unavailable.

[0046] The online shopping system swaps the unavailable first item identifier in accordance with the received selection—Block **860**. In the continuing example, the online shopping system **130** swaps out the 50 oz. package of Brand A Mountain Fresh Scent laundry detergent in the order in favor of the 50 oz. package of Brand B Alpine Scent laundry detergent. The courier, or other order picker, can see this change in the order, and then continue with order fulfillment using the swapped selection. In some embodiments, the online shopping system notifies the courier or other order picker of the swap. The order picker can include an automated order picker.

[0047] In some embodiments of the present technology, at least two frames in the swap options UI offer an opportunity for the consumer to select more than one swap option preference concurrently. For example, both frames **312b** and **312c** can be selected. In such a case, the final selection can be left to the online shopping system **130**, the courier, or the manager of the inventory site. In some embodiments, such as embodiments shown in FIG. 9, an item swap options UI **900** can accept prioritized selection of item swap options. In FIG. 9, frames **312b** and **312c** each include three frame selection icons, {**914b1**, **914b2**, **914b3**} and {**914c1**, **914c2**, **914c3**}, respectively. The 50 oz. package of Brand B Alpine Scent laundry detergent is shown selected as the first swap option by the “1” shown in selection icon **914c1**. The 50 oz. package of Brand A Unscented HE laundry detergent is shown selected as the second swap option, to be used if both the first item and first swap option are unavailable, by the “2” shown in selection icon **914b2**. In some embodiments, the UI **900** can accept user input of a priority number into the frame of the carousel region **310** ABCD. In some embodi-

ments, the top selection, for example **914c1**, can correspond to “1”, and graphically lower selections can correspond to “2,” etc., in order. In some embodiments, selection of a frame as the *n*th priority does not deselect other frames as other than the *n*th priority, but selection of a frame as the *n*th priority deselects a frame previously selected as the *n*th priority. In some embodiments, selection of a frame as the *n*th priority moves each frame selected as the *n*th priority and beyond down one level in priority if required to make room for the *n*th priority selection.

[0048] In some embodiments, the selection mechanism for either one or both of the “no swap” and “automatic swap” can be included in choosing prioritized swap options. For example, the UI **900** can accept frame **312c** as swap priority 1 using **914c1**, and “no swap” as priority 2 using a similar UI mechanism. In some embodiments, the selection mechanism for either one or both of the “no swap” and “automatic swap” can be included in the UI outside of the carousel.

Other Example Embodiments

[0049] FIG. 10 depicts a computing machine **2000** and a module **2050** in accordance with certain example embodiments. The computing machine **2000** may correspond to any of the various computers, servers, mobile devices, embedded systems, or computing systems presented herein. The module **2050** may comprise one or more hardware or software elements configured to facilitate the computing machine **2000** in performing the various methods and processing functions presented herein. The computing machine **2000** may include various internal or attached components, for example, a processor **2010**, system bus **2020**, system memory **2030**, storage media **2040**, input/output interface **2060**, and a network interface **2070** for communicating with a network **2080**.

[0050] The computing machine **2000** may be implemented as a conventional computer system, an embedded controller, a laptop, a server, a mobile device, a smartphone, a set-top box, a kiosk, a router or other network node, a vehicular information system, one more processors associated with a television, a customized machine, any other hardware platform, or any combination or multiplicity thereof. The computing machine **2000** may be a distributed system configured to function using multiple computing machines interconnected via a data network or bus system.

[0051] The processor **2010** may be configured to execute code or instructions to perform the operations and functionality described herein, manage request flow and address mappings, and to perform calculations and generate commands. The processor **2010** may be configured to monitor and control the operation of the components in the computing machine **2000**. The processor **2010** may be a general purpose processor, a processor core, a multiprocessor, a reconfigurable processor, a microcontroller, a digital signal processor (DSP), an application specific integrated circuit (ASIC), a graphics processing unit (GPU), a field programmable gate array (FPGA), a programmable logic device (PLD), a controller, a state machine, gated logic, discrete hardware components, any other processing unit, or any combination or multiplicity thereof. The processor **2010** may be a single processing unit, multiple processing units, a single processing core, multiple processing cores, special purpose processing cores, co-processors, or any combination thereof. According to certain embodiments, the processor **2010** along with other components of the computing

machine **2000** may be a virtualized computing machine executing within one or more other computing machines.

[0052] The system memory **2030** may include non-volatile memories, for example, read-only memory (ROM), programmable read-only memory (PROM), erasable programmable read-only memory (EPROM), flash memory, or any other device capable of storing program instructions or data with or without applied power. The system memory **2030** may also include volatile memories, for example, random access memory (RAM), static random access memory (SRAM), dynamic random access memory (DRAM), and synchronous dynamic random access memory (SDRAM). Other types of RAM also may be used to implement the system memory **2030**. The system memory **2030** may be implemented using a single memory module or multiple memory modules. While the system memory **2030** is depicted as being part of the computing machine **2000**, one skilled in the art will recognize that the system memory **2030** may be separate from the computing machine **2000** without departing from the scope of the subject technology. It should also be appreciated that the system memory **2030** may include, or operate in conjunction with, a non-volatile storage device, for example, the storage media **2040**.

[0053] The storage media **2040** may include a hard disk, a floppy disk, a compact disc read only memory (CD-ROM), a digital versatile disc (DVD), a Blu-ray disc, a magnetic tape, a flash memory, other non-volatile memory device, a solid state drive (SSD), any magnetic storage device, any optical storage device, any electrical storage device, any semiconductor storage device, any physical-based storage device, any other data storage device, or any combination or multiplicity thereof. The storage media **2040** may store one or more operating systems, application programs and program modules, for example, module **2050**, data, or any other information. The storage media **2040** may be part of, or connected to, the computing machine **2000**. The storage media **2040** may also be part of one or more other computing machines that are in communication with the computing machine **2000**, for example, servers, database servers, cloud storage, network attached storage, and so forth.

[0054] The module **2050** may comprise one or more hardware or software elements configured to facilitate the computing machine **2000** with performing the various methods and processing functions presented herein. The module **2050** may include one or more sequences of instructions stored as software or firmware in association with the system memory **2030**, the storage media **2040**, or both. The storage media **2040** may therefore represent examples of machine or computer readable media on which instructions or code may be stored for execution by the processor **2010**. Machine or computer readable media may generally refer to any medium or media used to provide instructions to the processor **2010**. Such machine or computer readable media associated with the module **2050** may comprise a computer software item. It should be appreciated that a computer software product comprising the module **2050** may also be associated with one or more processes or methods for delivering the module **2050** to the computing machine **2000** via the network **2080**, any signal-bearing medium, or any other communication or delivery technology. The module **2050** may also comprise hardware circuits or information for configuring hardware circuits, for example, microcode or configuration information for an FPGA or other PLD.

[0055] The input/output (I/O) interface **2060** may be configured to couple to one or more external devices, to receive data from the one or more external devices, and to send data to the one or more external devices. Such external devices along with the various internal devices may also be known as peripheral devices. The I/O interface **2060** may include both electrical and physical connections for operably coupling the various peripheral devices to the computing machine **2000** or the processor **2010**. The I/O interface **2060** may be configured to communicate data, addresses, and control signals between the peripheral devices, the computing machine **2000**, or the processor **2010**. The I/O interface **2060** may be configured to implement any standard interface, for example, small computer system interface (SCSI), serial-attached SCSI (SAS), fiber channel, peripheral component interconnect (PCI), PCI express (PCIe), serial bus, parallel bus, advanced technology attached (ATA), serial ATA (SATA), universal serial bus (USB), Thunderbolt, FireWire, various video buses, and the like. The I/O interface **2060** may be configured to implement only one interface or bus technology. Alternatively, the I/O interface **2060** may be configured to implement multiple interfaces or bus technologies. The I/O interface **2060** may be configured as part of, all of, or to operate in conjunction with, the system bus **2020**. The I/O interface **2060** may include one or more buffers for buffering transmissions between one or more external devices, internal devices, the computing machine **2000**, or the processor **2010**.

[0056] The I/O interface **2060** may couple the computing machine **2000** to various input devices including mice, touch-screens, scanners, electronic digitizers, sensors, receivers, touchpads, trackballs, cameras, microphones, keyboards, any other pointing devices, or any combinations thereof. The I/O interface **2060** may couple the computing machine **2000** to various output devices including video displays, speakers, printers, projectors, tactile feedback devices, automation control, robotic components, actuators, motors, fans, solenoids, valves, pumps, transmitters, signal emitters, lights, and so forth.

[0057] The computing machine **2000** may operate in a networked environment using logical connections through the network interface **2070** to one or more other systems or computing machines across the network **2080**. The network **2080** may include wide area networks (WAN), local area networks (LAN), intranets, the Internet, wireless access networks, wired networks, mobile networks, telephone networks, optical networks, or combinations thereof. The network **2080** may be packet switched, circuit switched, of any topology, and may use any communication protocol. Communication links within the network **2080** may involve various digital or an analog communication media, for example, fiber optic cables, free-space optics, waveguides, electrical conductors, wireless links, antennas, radio-frequency communications, and so forth.

[0058] The processor **2010** may be connected to the other elements of the computing machine **2000** or the various peripherals discussed herein through the system bus **2020**. It should be appreciated that the system bus **2020** may be within the processor **2010**, outside the processor **2010**, or both. According to some embodiments, any of the processor **2010**, the other elements of the computing machine **2000**, or the various peripherals discussed herein may be integrated into a single device, for example, a system on chip (SOC), system on package (SOP), or ASIC device.

[0059] In situations in which the technology discussed here collects personal information about users, or may make

use of personal information, the users may be provided with a opportunity to control whether programs or features collect user information (e.g., information about a user's social network, social actions or activities, profession, a user's preferences, or a user's current location), or to control whether and/or how to receive content from the content server that may be more relevant to the user. In addition, certain data may be treated in one or more ways before it is stored or used, so that personally identifiable information is removed. For example, a user's identity may be treated so that no personally identifiable information can be determined for the user, or a user's geographic location may be generalized where location information is obtained (for example, to a city, ZIP code, or state level), so that a particular location of a user cannot be determined. Thus, the user may have control over how information is collected about the user and used by a content server.

[0060] Embodiments may comprise a computer program that embodies the functions described and illustrated herein, wherein the computer program is implemented in a computer system that comprises instructions stored in a machine-readable medium and a processor that executes the instructions. However, it should be apparent that there could be many different ways of implementing embodiments in computer programming, and the embodiments should not be construed as limited to any one set of computer program instructions. Further, a skilled programmer would be able to write such a computer program to implement an embodiment of the disclosed embodiments based on the appended flow charts and associated description in the application text. Therefore, disclosure of a particular set of program code instructions is not considered necessary for an adequate understanding of how to make and use embodiments. Further, those skilled in the art will appreciate that one or more aspects of embodiments described herein may be performed by hardware, software, or a combination thereof, as may be embodied in one or more computing systems. Moreover, any reference to an act being performed by a computer should not be construed as being performed by a single computer as more than one computer may perform the act.

[0061] The example embodiments described herein can be used with computer hardware and software that perform the methods and processing functions described previously. The systems, methods, and procedures described herein can be embodied in a programmable computer, computer-executable software, or digital circuitry. The software can be stored on computer-readable media. For example, computer-readable media can include a floppy disk, RAM, ROM, hard disk, removable media, flash memory, memory stick, optical media, magneto-optical media, CD-ROM, etc. Digital circuitry can include integrated circuits, gate arrays, building block logic, field programmable gate arrays (FPGA), etc.

[0062] The example systems, methods, and acts described in the embodiments presented previously are illustrative, and, in alternative embodiments, certain acts can be performed in a different order, in parallel with one another, omitted entirely, and/or combined between different example embodiments, and/or certain additional acts can be performed, without departing from the scope and spirit of various embodiments. Accordingly, such alternative embodiments are included in the technology described herein.

[0063] Although specific embodiments have been described above in detail, the description is merely for purposes of illustration. It should be appreciated, therefore, that many aspects described above are not intended as required or essential elements unless explicitly stated oth-

erwise. Modifications of, and equivalent components or acts corresponding to, the disclosed aspects of the example embodiments, in addition to those described above, can be made by a person of ordinary skill in the art, having the benefit of the present disclosure, without departing from the spirit and scope of embodiments defined in the following claims, the scope of which is to be accorded the broadest interpretation so as to encompass such modifications and equivalent structures.

We claim:

1. A computer-implemented method to operate a graphical user interface for swappable item options, comprising:

providing, by operation of a computer, instructions causing a user computing device to present a carousel graphical user interface wherein:

the carousel graphical user interface comprises a carousel region occupying less than all the display area of the user computing device and comprising a plurality of frames;

each frame is sized such that at least one, and less than all, of the frames in the plurality of frames are displayed simultaneously in the carousel region,

each frame is operable to receive selection of the frame via an input to the carousel graphical user interface of the user computing device,

at least one frame comprises content indicating an item from a set of one or more second items available for delivery, each second item in the set being swappable with a first item corresponding to a first item identifier of an order; and

the carousel region is navigable via user input to the graphical user interface to display each frame in the plurality of frames.

2. The method of claim 1, wherein:

selection of a frame via the graphical user interface of the user computing device indicates that the item corresponding to the content of the selected frame is acceptable to the user as a swap for the first item; and

selection of a frame via graphical user interface of the user computing device does not cause navigation of the user computing device away from a view containing the selected frame.

3. The method of claim 1, wherein selection of a frame via the graphical user interface of the user computing device deselects each other frame in the plurality of selectable frames.

4. The method of claim 1, wherein at least one frame in the plurality of selectable frames comprises content indicating that none of the set of second items is acceptable to the user as a swap for the first item.

5. The method of claim 1, wherein at least one frame in the plurality of selectable frames comprises content indicating that automated selection of a swappable item is acceptable to the user.

6. The method of claim 1, wherein the carousel region is navigable horizontally.

7. The method of claim 1, further comprising:

receiving, by the one or more computing devices, an indication that the first item is unavailable;

receiving, by the one or more computing devices, via the graphical user interface of the user device, selection of at least one frame comprising content indicating one second item from the set of second items available for delivery that are swappable; and

swapping, by the one or more computing devices, the unavailable first item identifier in the order in accordance with the received selection.

8. The method of claim 1, wherein:

the at least one frame comprising content indicating an item from the set of one or more second items is available for delivery comprises a plurality of frames comprising content indicating an item from the set of one or more second items is available for delivery; and each of the plurality of frames comprising content indicating an item from the set of one or more second items is available for delivery comprises at least one priority icon operable to accept user input via the carousel graphical user interface indicating a priority of the item indicated by the frame.

9. The method of claim 8, wherein:

input indicating a particular priority of an item indicated by a particular frame lowers the priority of each other item previously indicated at the particular priority or lower by one priority position.

10. A computer program product, comprising:

a non-transitory computer-readable storage device having computer-executable program instructions embodied thereon that when executed by a computer cause the computer to operate a graphical user interface for swappable item options, the computer-executable program instructions comprising:

computer-executable program instructions to receive, by one or more computing devices via a user device, an order comprising an item identifier corresponding to a first item;

computer-executable program instructions to identify, by the one or more computing devices, a set of one or more items, each item in the set being swappable with the first item; and

computer-executable program instructions to transmit, by the one or more computing devices to the user device, instructions operable, when executed by the user device, to cause the user device to display a carousel graphical user interface;

wherein:

the carousel graphical user interface comprises a carousel region occupying less than all the display area of the user device and a plurality of frames,

each frame is sized such that at least one, and less than all, of the frames in the plurality of frames can be displayed simultaneously in the carousel region,

each frame is operable to receive selection of the frame via the user device,

at least one frame comprises content indicating an item from the set of one or more items; and

the carousel region is navigable via user input to display each frame in the plurality of frames.

11. The computer program product of claim 10, wherein:

selection of a frame via the graphical user interface indicates that the item corresponding to the content of the selected frame is acceptable to the user as a swap for the item corresponding to the received item identifier, and

selection of a frame via the graphical user interface does not cause navigation of the user device away from a view containing the selected frame.

12. The computer program product of claim 10, wherein selection of a frame via the graphical user interface deselects each other frame in the plurality of selectable frames.

13. The computer program product of claim 10, wherein at least one frame comprises content indicating that none of the set of second items is acceptable to the user.

14. The computer program product of claim **10**, wherein at least one frame comprises content indicating that automated selection of a swappable item is acceptable to the user.

15. The computer program product of claim **10**: wherein the computer executable program instructions comprise:

determining, by the one or more computing devices, an availability for delivery of the first item;

receiving, by the one or more computing devices, via the user device, selection via the graphical user interface of at least one frame comprising content indicating one of an item from the set of items available for delivery that are swappable; and

swapping, by the one or more computing devices, the received item identifier in accordance with the received selection; and

wherein identifying a set of one or more items available for delivery is performed in response to determining that the item corresponding to the item identifier is unavailable for delivery.

16. A system to operate a graphical user interface for swappable item options comprising:

a storage device; and

a processor communicatively coupled to the storage device, wherein the processor executes application code instructions that are stored in the storage device to cause the system to provide, by operation of a computer, instructions causing a user computing device to present a carousel graphical user interface wherein: the carousel graphical user interface comprises a carousel region occupying less than all the display area of the user computing device and comprising a plurality of frames;

each frame is sized such that at least one, and less than all, of the frames in the plurality of frames are displayed simultaneously in the carousel region, each frame is operable to receive selection of the frame via an input to the carousel graphical user interface of the user computing device,

at least one frame comprises content indicating an item from a set of one or more second items available for delivery, each second item in the set being swappable with a first item corresponding to a first item identifier of an order; and

the carousel region is navigable via user input to the graphical user interface to display each frame in the plurality of frames.

17. The system of claim **16**, wherein:

selection of a frame via the graphical user interface indicates that the item corresponding to the content of the selected frame is acceptable to the user as a swap for the item corresponding to the received item identifier, and

selection of a frame via the graphical user interface does not cause navigation of the user device away from a view containing the selected frame.

18. The system of claim **16**, wherein selection of a frame via the graphical user interface deselects each other frame in the plurality of selectable frames.

19. The system of claim **16**, wherein at least one frame comprises content indicating that none of the set of second items is acceptable to the user.

20. The system of claim **16**, wherein at least one frame comprises content indicating that automated selection of a swappable item is acceptable to the user.

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